

| Attachment 2 --DDI Quarterly Deliverables Report Form  |  |  |  |  |  |   |
|--|--|--|--|--|--|---|
| FY 2016: Economic Development and Marketing Services   |  |  |  |  |  |   |
| “Downtown” shall be the area defined as such in the Downtown Business Improvement District est. 2012 |  |  |  |  |  |   |
|  | FY 2016 – Q1                           | FY 2016 – Q2                           | FY 2016 – Q3                           | FY 2016 - Q4                           | FY 2016 Total<br>Year to Date          | GOAL                                      |
| Number of property sales in Downtown   |  |  |  |  |  | 5   |
| Number of new retail businesses  |  |  |  |  |  | 5   |
| Number of Downtown businesses leaving  |  |  |  |  |  | N/A                                       |
| Number of new businesses locating in Downtown  |  |  |  |  |  | 20  |
| Total Number of Downtown businesses  |  |  |  |  |  | increase                                  |
|  |  |  |  |  |  |   |
| Change in assessed valuation in Downtown   |  | ANNUAL                                 | ANNUAL                                 | ANNUAL                                 | \$ _____<br># increase                 | 2% increase                               |
| Change in number of employees in Downtown  |  | ANNUAL                                 | ANNUAL                                 | ANNUAL                                 | TOTAL:<br># increase                   | 250                                       |
| Change in number of residential units in Downtown  |  |  |  |  |  | 25  |
| Change in number of residents living in Downtown   |  |  |  |  |  | 40  |
|  |  |  |  |  |  |   |
| Number of building permits (public and private construction) issued in FY 2016 for Downtown.         |  |  |  |  |  | 50  |
| Amount of building permits (public and private construction) issued in FY 2016 for Downtown.         | Private: \$<br>Public: \$<br>TOTAL: \$ | Private: \$<br>Public: \$<br>TOTAL: \$ | Private: \$<br>Public: \$<br>TOTAL: \$ | Private: \$<br>Public: \$<br>TOTAL: \$ | Private: \$<br>Public: \$<br>TOTAL: \$ | Positive growth in investment in Downtown |
|  |  |  |  |  |  |   |
| Multi-Tenant Office Space square footage   | SF                                     | SF                                     | SF                                     | SF                                     | SF                                     | Positive growth in leasable space (SF)    |
| Commercial occupancy in Downtown   | %                                      | %                                      | %                                      | %                                      | %                                      | Target Occupancy Rates of 85% +           |
| Number of clients served by DDI  |  |  |  |  |  | 100                                       |
| Social Media “followers” (Facebook & Twitter)  | TOTAL:<br>#increase                    | TOTAL:<br># increase                   | TOTAL:<br>#increase                    | TOTAL:<br>#increase                    | TOTAL:<br>annual increase              | 2,000                                     |
|  |  |  |  |  |  |   |